



# Michigan Osteopathic Association

## Michigan Council for Osteopathic Promotion (MCOP) Board Report

Chair: Stephen Bell, DO, President-Elect

Staff: Todd Ross

The Michigan Council for Osteopathic Promotion (MCOP) has continued to expand the reach of the Michigan Osteopathic Association (MOA) and increased the visibility of the Association in various public healthcare campaigns. By connecting with strategic partners and stakeholders who have similar positions, the MOA has been able to partner on issues and show leadership among these efforts.

Issues the MOA has advocated on many issues impacting the osteopathic profession including:

- COVID-19, Mask-Up, vaccination awareness
- Promoting osteopathic physicians
- Pain Management/Safe Opioid Use
- Prior Authorization and Access to Care
- Vaccination promotion and awareness
- Fixing the fix on Auto No Fault

## AOA Outstanding Affiliate of the Year

The MOA was honored by the American Osteopathic Association with the 2021 Affiliate of the Year award. As part of the initial Outstanding Affiliate program, the AOA selected the MOA as the only state affiliate awarded the honor. The MOA was recognized for the following categories:

- Education, Programs, and Events
- Leadership
- Membership
- Advocacy
- Communications/Branding
- Student, Resident and Early Career Physician Outreach
- Partnerships
- Diversity, Equity, and Inclusion

Link: [AOA 2021 Outstanding Affiliate award](#)

## MOA Learning Center

This past year, the MOA has developed the MOA Learning Center. The Learning Center is on a Learning Management System (LMS) that allows on demand CME programs. Promotion of the osteopathic programs was accomplished via the Pulse newsletter, social media and digital marketing. The effort has been successful in attracted members and non-members with over 100 hours of CME sessions.

Link: [MOA Learning Center](#)

## The MOA Pulse

The bi-weekly newsletter is distributed via email to over 8,000 people and organizations. The

Pulse archives can be accessed on the MOA website ([domoa.org/newsletters](http://domoa.org/newsletters)). The newsletter is used to highlight member issues, promote CME opportunities and offer links to resources compelling to those in the healthcare sector. The Pulse also generates revenue from advertising sales, and it is a value benefit offered to participants in our Strategic, Healthcare and Business Partners.

- Over the past year, the open rate of the Pulse has averaged over 42% (industry average is 22%), a 6% increase from the previous year
- The Click Rate for the past year was over 8% (industry average 2%)

### **Social Media**

The MOA shares information and collaborates using Facebook, Twitter, LinkedIn and Instagram. Each platform targets different demographics and are essential in promoting osteopathic medicine and community health issues, as well as amplifying messaging from our various partners on advocacy issues. Each of the Strategic and Healthcare Partnership agreements include sharing social media posts and participating in special events (e.g., Drug Take Back Day). Facebook promotions are also used to advertise MOA conventions to osteopathic physicians who are not MOA members.

### **Websites**

The MOA website ([www.domoa.org](http://www.domoa.org)) is used for providing information, managing membership and organizing MOA events. The site is a “responsive design” site that accommodates desktop computers, tablets, and smartphones. The website is essential for dues payments, convention registration and as a platform for sharing sponsor information.

The MOA maintains mobile websites for both the Spring and Autumn Scientific Conventions. **moaspring.com** and **moaautumn.com** are used to help convention attendees with information on CME sessions, the agenda with a listing of events and up-to-the-minute information on traffic and parking issues. The sites are low cost, easy to manage and provide sponsorship opportunities

### **Michigan State University College of Osteopathic Medicine**

The MOA continues to work with the Michigan State University College of Osteopathic Medicine, as both groups amplify the other’s messaging. The MOA maintains a Student Board member and a Student Liaisons group that holds meetings, attends the MOA Science Research Exhibit competitions and helps the MOA in attracting student members.

### **Vaccination Awareness Campaigns**

The MOA has been prominent in two stakeholders’ groups raising awareness of immunizations. The Parent Information Network (PIN) campaigns to lower the vaccination waiver rates in Michigan schools and work with legislators to uphold the current laws regarded vaccinations.

PIN was instrumental in bringing together the Michigan Department of Health and Human Services (MDHHS) and the Franny Strong Foundation to create the IVaccinate campaign. The award-winning campaign features a strong social media presence in addition to magazine, billboard, TV and radio ads.